SONY

Cyber-shot H3

10x Optical Zoom

in a compact body

- 8.1 Mega Pixels
- 10x Optical Zoom
- Carl Zeiss Vario-Tessar Lens
- Advanced Sports Shooting Mode
- BIONZ Image Processing Engine
- HD Output (for still image)

like.no.other™

Big on features. Small in size

Superb imaging technology now comes in one neat package –

Presenting the all-new Cyber-shot H3.

With the power of the 10x optical zoom and the clarity of the Carl Zeiss lens, get ready to be amazed by the outstanding images it takes.

Cyber-shot H3's sophisticated features like Face Detection Technology and the Advanced Sports Shooting Mode make it easier for you to capture the perfect shot. What's more, with the large 2.5" LCD Screen, you can view your images with greater clarity and details. You can also enjoy the ultra-sharp details and vibrant colours of High Definition as you share your pictures with friends or family on the big screen by connecting the Cyber-shot H3 with a High Definition TV.

With the Cyber-shot H3's advanced features packed in a compact body, make every shot a perfect shot wherever you go.

+ 8.1 Mega Pixels + 10x Optical Zoom with Carl Zeiss Lens

+ Advanced Sports Shooting Mode + Face Detection Technology

+ BIONZ Image Processing Engine + Double Anti-Blur Technology + HD Output (Full HD) for Still Image

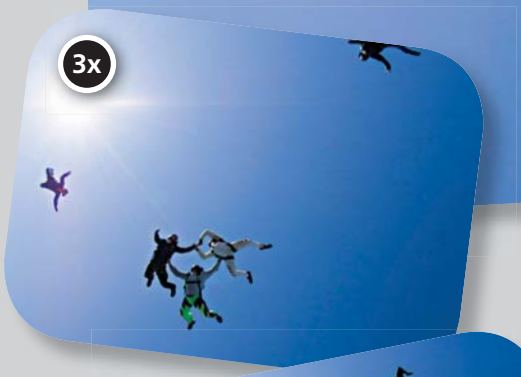
DSC-H3 Black

DSC-H3 Silver

Capture Spontaneous Pictures
that will astound you

With the powerful 10x optical zoom and a knurled mode dial, the compact Cyber-shot H3 makes it easier for you to take the shot you want.

The styling of the camera has also been enhanced with a two-layered lens ring plated with alumite and a two-tone satin and leather grip for stable handling in trend-setting style.



10x Optical Zoom

Zoom in closer to your subject

Zoom in on the moment with Cyber-shot H3's 10x optical zoom. This optical zoom effectively gives you a focal length of up to 380mm (35mm equivalent) – thus extending your camera's optical reach without having to compromise on your shooting position.

With a newly improved strobe function that illuminates subjects from as far as 14 metres away, the Cyber-shot H3 is designed to help you get the perfect shot.

New Carl Zeiss Vario-Tessar Lens

Superior optics for outstanding images

Incorporating an impressive 10x optical zoom into an amazingly slim and compact body, the world-renowned Carl Zeiss Vario-Tessar lens gives you superior imaging performance with ultra-sharp details and brilliant colour reproduction.

Advanced Sports Shooting Mode

Track and shoot fast moving subjects

The Advanced Sports Shooting mode allows you to capture any fast moving subject using the **Continuous and Predictive auto focus controls**. Simply select the Advanced Sports Shooting mode from the Scene Selection menu and use it together with the 10x optical zoom to capture cars, trains or sports moments from a distance.

WITHOUT
Advanced Sports Shooting Mode

WITH
Advanced Sports Shooting Mode

8.1 Mega Pixels

High quality imaging in a convenient size

With an amazing 8.1 Mega Pixels resolution, Cyber-shot H3 promises incredible colour reproduction and clearer imagery. Combined with the renowned Carl Zeiss lens, you can keep an impressively high resolution even if you are printing out your images in larger sizes or zooming in to objects from a distance.

Advanced Features
to take the perfect shot

Make every moment count with Cyber-shot H3's advanced features. From the Face Detection Technology to the BIONZ Image Processing Engine and Double Anti-Blur, the Cyber-shot H3 impresses with its all-round capabilities.

BIONZ Image Processing Engine

At the heart of brilliance

The BIONZ image processing engine optimises data at blazing speeds to give you dynamically clear, high resolution images with natural colour reproduction including rich tonal graduations. It also decreases noise levels and contributes to exceptional reproduction of the finest details.

Dynamic Range Optimiser

Perfect exposures for perfect shots

With Dynamic Range Optimiser you can expect rich details and perfect exposures, even when shooting backlit portraits with high contrast backgrounds.

Dynamic Range Optimiser OFF

Dynamic Range Optimiser ON

Face Detection Technology

Great looking faces in every picture

Activate Sony's Face Detection Technology and let the BIONZ Image Processing Engine calculate the exposure, focus-tracking, white balance, colour control and red-eye reduction with automatic-strobe. Get perfect portraits every time!

Enhanced AF Response When Zooming

Cyber-shot H3's enhanced auto-focusing (AF) response can locate and capture facial features instantly even when zooming in at high magnification.

Skin Tone Balance

Cyber-shot's Face Detection Technology finds the exact white balance and skin-tone balance at the click of the shutter, capturing natural skin tones even in low lighting conditions.

Double Anti-Blur

Two advanced technologies. One vivid goal.

Double Anti-Blur technology allows you to snap sharp and detailed pictures while in motion or in low light situations. It features two key technologies, Super SteadyShot™ and High Sensitivity of up to ISO 3200, to take the shakes out of your pictures!

High Sensitivity

Shoot high quality images in low light

The Cyber-shot H3 camera has both automatic and user selectable ISO settings of up to ISO 3200, enabling you to shoot in tricky lighting conditions even without a tripod.

Without High Sensitivity Mode

With High Sensitivity Mode

Super SteadyShot™

Gyro sensors steady every movement

Super SteadyShot™ is a patented technology which uses built-in gyro sensors to detect camera shake and automatically compensates for any hand movements during image capture.

Without Super SteadyShot™

With Super SteadyShot™

Gridlines

Compose perfect pictures with ease

Take advantage of the Gridlines feature to apply the Rule of Thirds picture composition rule and capture beautifully composed pictures.

Three Flash Modes

Brilliant images day or night

Capture great images in any lighting environment with three unique flash modes. These selectable functions work together with the BIONZ Image Processing Engine to give Cyber-shot H3 the added intelligence to calculate and expose challenging subjects at ISO 3200.

+ **Auto Daylight Synchro mode** is ideal for shooting in sunlight and gives you natural images even in backlit situations.

Daylight Synchro Mode OFF

Daylight Synchro Mode ON

+ **Natural Flash mode** gives you clear, natural images without blur or blackout when shooting portraits in dim lighting such as outdoors in twilight.

Natural Flash Mode OFF

Natural Flash Mode ON

+ **Macro Flash mode** ensures that highly reflective subjects like ceramics are fully illuminated with optimal exposure and minimal whiteouts during close-ups.

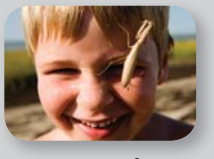
Macro Flash Mode OFF

Macro Flash Mode ON

9 Scene Selection mode

Each of the Scene Selection mode has pre-set settings that allow you to select the optimal configurations for your image with just a touch of your finger. So no matter what the shooting conditions, just switch to the most suitable mode and start snapping.

Advanced Sports Shooting Mode


Soft Snap

High Sensitivity ISO

Twilight Portrait

Twilight

Landscape

Beach

Snow

Fireworks

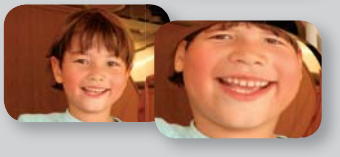
In-Camera Editing

Add a creative touch with your own effects

Edit and create effects on your pictures with the Cyber-shot's In-Camera Editing feature! Retouch those beautiful images captured on the spot and let your creativity shine.

Soft Focus:
Lets you emphasize the key subject by elegantly blurring out the background.

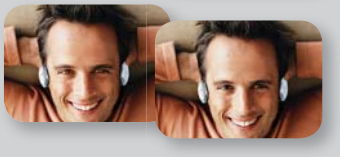
Partial Colour:
Keeps your point of focus in full colour while converting the surrounding area to greyscale.



Fish-eye Lens:
Simulates a fish-eye lens effect on your image.

Cross Filter:
Add extra sparkles to your image.

Trimming:
Cut out unwanted portions to perfect that framing.



Red-eye Correction:
Corrects red eye in images.

Share the Highlights of your life

Whether it is your glorious conquest of the Himalayas or an engaging night out with your peers, the Cyber-shot H3 makes it easy to share your captivating life.

Picture Motion Browser

Organise your pictures on a PC

Upload your images easily from your camera with the Picture Motion Browser*. Browse through images by date or location. With an optional Global Positioning System unit accessory, you can display your images on the world map to share with family and friends.

*Picture Motion Browser software (Supplied with Cyber-shot cameras) required for viewing map online.

Built in USB 2.0

Connectivity made easy

Connect directly to a PC via USB and transfer your files onto your hard disk or other media. You can then edit your pictures, print them on photo printer or send them over the Internet.

PictureStation Photo Printer

PictBridge

MEMORY STICK

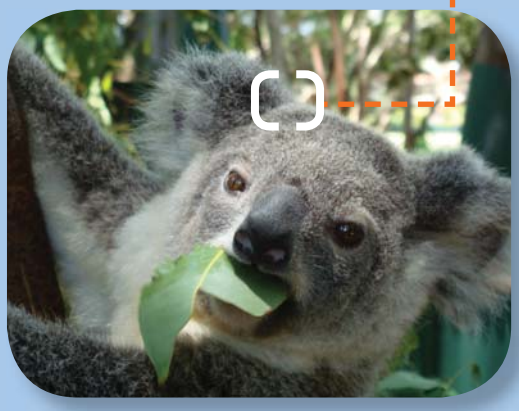
Print your photos at home

Start printing by simply inserting the Memory Stick PRO Duo into Sony's PictureStation Photo Printer or plug your camera to a PictBridge capable printer to print directly from your camera without the use of a PC.

Share your unique vision in High Definition (HD)

Standard Definition Mode

High Definition Mode



High Definition (HD) viewing

Playback in the comfort of your living room

Relive those special moments on the big screen with the amazing clarity and detail of High Definition (HD) output. Simply connect your Cyber-shot H3 to Sony's BRAVIA HD TV and experience incredible photo-like quality. Sony's BRAVIA HD TV's latest PhotoTV HD feature will amaze you by combining a natural reproduction of lights and shades together with a rich expression of colours in a stunning 1920 x 1080 pixel resolution.

HD Output Adaptor Cable (Optional)

Simply hook up the HD Output Adaptor Cable from your Cyber-shot H3 to Sony's BRAVIA HD TV and enjoy as your photos are brought to life in High Definition!

HD Slideshow with Music

Create your own customised slideshows

For added emotive effect, the Cyber-shot H3's built-in Slideshow with Music feature sets the mood through four preset transition effects - Simple, Nostalgic, Active and Stylish. Furthermore, you can upload your own mp3 songs as background music to the Cyber-shot H3 for a truly personalised slideshow on the HD TV.

Simplified navigation
at your fingertips

The Cyber-shot H3 incorporates a host of easy-to-access functions and features to let you capture your best shot quickly.

Large 2.5'' TFT LCD

Designed for better clarity and image previews

Review your fabulous shots indoors or out with the generous 2.5" TFT LCD Screen and you'll always be impressed by the vivid display on the picture viewer.

New Wheel Dial

Quick and easy way to switch settings

With the wheel dial, changing the camera settings while shooting is made easier and faster. In Play Mode, the transitions will be made effortlessly whenever you skip to the next or previous image.

Easy Function Guide

Make shooting photos a true joy

Everything is made easier with the new Easy Function menu as all the menu guides are displayed on the main LCD.

Macro Button

Close-ups at the touch of a button

Macro mode is now directly selectable through a convenient button located at the back of the camera. Simply press the button once for Macro mode and start shooting images as close as 1cm.

Without Macro Mode

With Macro Mode

Refined Craftsmanship

Every component of the Cyber-shot H3 has been meticulously refined and built to raise quality, maintain streamlined dimensions, and achieve a classic SLR camera styling. The closer you look, the more you'll be impressed with the Cyber-shot H3.

Classic Good Looks

The Cyber-shot H3 features a knurled mode dial and is built with flush precision, all screws cleverly hidden from view to create a seamless and sleek appearance.

Knurled Mode Dial

Knurled edges on the mode dial add a touch of sophistication, as well as tactile pleasure.

High-end Lens Rings

A two-layered lens ring plated with alumite adds a bold presence.

Quality Fit and Finish

The Cyber-shot H3 has flush-fitting panels and hidden screws to create a solid, streamlined body.

Steady Handling

The two-tone finish grip is shaped to fit firmly in your hand for smooth and stable handling.

Cyber-shot Accessories

IMAGING GEAR
Sony Original Accessories

With an extensive range of camera accessories*, you can get more out of your Cyber-shot cameras. Always insist on authentic Sony products for the best quality assurance and compatibility.

Optical Accessory

Extend and enhance your camera's optical abilities.

High Grade

VCL-DH0758
Wide End Conversion Lens

Without Wide End Conversion Lens

With Wide End Conversion Lens

Wide End Conversion Lens
It lets you capture a wider picture so you can get everything in. Perfect for shooting in confined spaces too.

High Grade

VCL-DH1758
Tele Conversion Lens

Without Tele Conversion Lens

With Tele Conversion Lens

Tele Conversion Lens
Distance is no longer a boundary. Capture a closer shot of your subjects with more details and beauty. Tele Conversion Lenses are also great for capturing nature photography or children at play without intruding.

VF-58M
ND Filter Kit

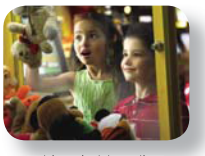
Without Neutral Density Filter

With Neutral Density Filter

Neutral Density Filter
When it is a little too bright for a good picture, put on the Neutral Density Filter. It suppresses high levels of light at locations like the seaside, on snowscapes, or in fair weather for a perfectly balanced shot.

VF-58CPKS
PL Filter Kit

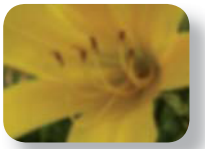
Without Polarising Filter



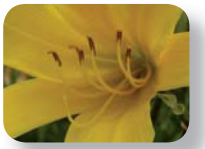
With Polarising Filter

Polarising Filter
Be in control of the elements. Use Polarising Filter to create your desired effect in every picture. With the Polarising Filter, you can eliminate surface reflection and even enhance the tint contrast.

VCL-M3358
Close-up Lens



Without Close-up Lens



With Close-up Lens

Close-up Lens
Enjoy powerful close-up shots without unwanted shadows caused by getting too close to the subject. Colour deviation or distortion are drastically reduced.

Battery and Charger

Gives an accurate reading of the remaining capacity in minutes so that you can better plan the rest of your shoot or know when an additional battery is required.

NP-BG1
Rechargeable Battery Pack

Hybrid ▪ *Lithium Ion*

Allows you to charge your battery quickly and its compact size is ideal for overseas trips.

BC-TRG
Battery Charger

Global Positioning System Unit

Record the exact date, time and location for all your shots and view them online at Google Map™.

GPS-CS1KA
GPS Unit

Sample of
Google Map™

Cable Accessory

Full HD 1080 Still Image

View and enjoy your images in HD quality slideshow with preset transition effects and customisable background music.

VMC-MHC1
HD Output Adaptor Cable

Soft Carrying Case

Genuine Leather

Use a soft carrying case to provide protection from the elements on every occasion.

LCS-HC
Soft Carrying Case

Tripod

Ensure perfect digital photography wherever you are.

VCT-R100
Tripod

VCT-1500L
Tripod

Memory Stick™

Memory Stick

Keep shooting your images without worrying about storage space with Sony's Memory Stick™ PRO Duo.

Memory Stick PRO Duo
2GB/ 4GB / 8GB IC Recording Media

Photo Printer

PictureStation

Print high quality images on Sony's PictureStation Printers and express your creativity with its editing tools. Also available in black colour for DPP-FP90 / 70.

DDP-FP90
Printer

DDP-FP70
Printer

DDP-FP60
Printer

Note: * Not all accessories are available in all countries. Please check with your local dealers.

Specifications

H3

Basic Specifications	
Pixels	Approximately 8.3 mega pixels, Effective 8.1 mega pixels
CCD	1/2.5" Super HAD CCD
Processor	BIONZ
Scan Systems	Interlace
Zoom	10x Optical, 20x Precision Digital 17x HD Smart Zoom(16:9), 51x Smart Zoom (VGA size) 12x5M, 15x3M
Optical Zoom in Movie mode	No
Lens	Carl Zeiss "Vario Tessar"
Filter Diameter/ Conversion Lens	58mm / Compatible (using supplied lens adapter ring) (Wide:VCL-DH0758, Tele:VCL-DH1758, Closeup : VCL-M3358) (with Adapter Ring)
F Number	3.5-4.4
Focal Length	f = 38-380mm (35mm equivalent)
Focusing Range	AF = W: Approximately 50cm ~ infinity, T: Approximately 90cm ~ infinity, Macro AF = W:2cm, T:90cm
Internal Memory	Approximately 31MB
Recording Media	MS Duo / MS PRO Duo
LCD	2.5"(115K dots) TFT
Stamina	Approximately 330 images
Viewfinder	No
USB	USB2.0 Hi-Speed
Main Features	
Photo Mode	Auto Program Auto Manual Scene Selection (Advanced Sport Shooting / High Sensitivity / Twilight / Twilight & Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks)
Still Image Size	8M(3,264×2,448), 3:2(3,264×2,176), 5M(2,592×1,944), 3M(2,048×1,536), 16:9(1,920×1,080), VGA(640×480)
AF Area	Multi Point AF(9 points) / Centre Weighted AF / Flexible Spot AF
AF Mode	Single AF / Monitoring AF
Dynamic Range Optimiser	Standard
Shutter Speed	Maximum 1/2000s
NR Slow Shutter	Yes
AF Illuminator	Yes
Light Metering	Multi Pattern / Centre Weighted / Spot
Flash	Built-in flash with advanced pre-flash
Flash Mode	Auto / Forced Flash / No Flash / Slow Synchro Flash distance:ISO Auto:0.2-7.0m (W), 09.-5.6m (T) ISO3200:~14.0m (W), ~11.2m (T)
ISO Sensitivity	Maximum 3200
Image Stabiliser	Yes - Optical "Super Steadyshot"
White Balance	Auto / Sunlight / Cloudy / Fluorescent 1 / Fluorescent 2 / Fluorescent 3 / Incandescent / Flash
Colour Mode	Standard / Vivid / Natural / Sepia / Monochrome
Burst Mode	Approximately 0.51 sec (Maximum image size), Approximately 0.51 sec (VGA size)
Histogram	Yes
EV Adjustment	From +2.0 to -2.0, by 1/3EV step
Movie	MPEG Movie VX Fine (640x480, Approximately 30fps) MPEG Movie VX Standard (640x480, Approximately 16.6fps) Presentation (320x240, Approximately 8.3fps)

Other Features	
	- HD Slideshow with Music - In-camera Retouching (Soft Focus, Fisheye, Cross Filter, Part Colour, Redeye Correction, Trimming) - HOME Menu - Wheel Dial - Function Guide - Auto Daylight Synchro. - Pop-up Flash - Self Timer (2 sec. 10 sec.) - Grid Line - Auto Review - Hand Shake Alert - Redeye Reduction - PictBridge (USB Direct Print)
Others	- Multi Terminal (HD Output) - DC IN Terminal - MS Duo Slot - Tripod Receptacle - LITHIUM ION Battery (NP-BG1)

Quick Response & Stamina

Quick Response

	Start Up	Shutter Time Lag	Release Time Lag Interval (Max size)	Minimum Recording
Response	Approximately 1.8 sec	Approximately 0.29 sec	Approximately 0.008 sec	Approximately 1.3 sec

Stamina

	Still images
NP-BG1	Approximately 330 images

Dimensions and Weight (Tentative)	- Dimensions (WxHxD): 106.0mm x 68.5mm x 47.5mm - Weight: 246g *without battery and media
Supplied Accessory	- Lithium ION Battery <NP-BG1> - Battery Charger <BC-CSG> - Multi Connector - Lens Adapter Ring - Flower Type Lens Hood - Lens Cap - Lens Cap Strap - Shoulder Strap - Supplied Software: Picture Motion Browser Ver. 2.0

*Memory stick and adapter not included.

The following are trademarks of the Sony Corporation, Tokyo, Japan: 'Sony', 'like.no.other', 'Memory Stick PRO Duo', 'Memory Stick Duo'.

Information is correct at time of printing. Not all images were shot with the Cyber-shot H3. Some images were simulated.